

ABSTRACT

5 An interactive television system designed to populate an electronic program guide (EPG), which provides Video-Clip Previews on Demand by automatically launching a video clip preview, after browsing and navigating through the EPG's grid guide to a highlighted program titled cell, and remaining at such highlighted cell for a predetermined delay. The display process is a "No-Touch Display" process requiring no selections by the viewer while browsing.

10033317-100001